

**7643. Misbranding of Bliss Native Herbs. U. S. v. 21 $\frac{1}{2}$  Dozen Packages of Bliss Native Herb Tablets. Consent decree of condemnation and forfeiture. Product ordered released on bond. (F. & D. No. 11284. I. S. Nos. 11363-r, 11364-r. S. No. E-1739.)**

On September 25, 1919, the United States attorney for the Western District of Pennsylvania, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district a libel for the seizure and condemnation of 12 $\frac{1}{2}$  dozen 50¢-size and 8 $\frac{1}{2}$  dozen \$1-size packages of Bliss Native Herb Tablets, alleging that the article had been shipped by Alonzo O. Bliss Co., Washington, D. C., on or about August 20, 1919, and transported from the District of Columbia into the State of Pennsylvania, and charging misbranding in violation of the Food and Drugs Act, as amended.

Analysis of a sample of the product made in the Bureau of Chemistry of this department showed that it consisted essentially of aloes, uva ursi, buchu, and magnesium carbonate.

Misbranding of the article was alleged in substance in the libel for the reason that the following statements, appearing on the cartons of the 50¢-size and in the circulars accompanying all the packages, regarding the curative and therapeutic effects of the article, were false and fraudulent in that the article consisted essentially of aloes, uva ursi, buchu, and magnesium carbonate, and did not contain any ingredient or combination of ingredients capable of producing the effects claimed: (Carton, 50¢ size) “\* \* \* Indigestion, Dyspepsia, Auto-Intoxication, Sick and Nervous Headache, Kidney and Liver Derangements, Loss of Appetite, Blood Impurities, etc. ;” (circular accompanying each package) “Auto-Intoxication is a new name for Chronic Intestinal stasis (constipation) that is the cause of ninety-five per cent of human ailments and diseases. \* \* \* To restrain the growth of harmful bacteria in the intestines and eliminate them, thereby preventing intestinal putrefaction and auto-intoxication we strongly recommend Bliss Native Herbs Tablets that successfully adjusts bowel troubles. Intestinal Indigestion \* \* \* Rheumatism Bliss Native Herbs is valuable for Sciatica, Lumbago, acute and chronic rheumatic pains, enlargement of joints. Corrects the blood, dissolving acids that accumulate in the system. \* \* \* Dyspepsia-Indigestion \* \* \* Kidneys and Bladder Inflammation of bladder, scalding urine and brick-dust sediment, Backache, sharp shooting pains in back, weakness, indicates kidney and bladder trouble. Directions—Take one or two Bliss Native Herbs Tablets each night and drink frequently of water. Liver, When the liver is out of order the symptoms are pronounced headache, sallow complexion, constipation and dizziness, yellow eyeballs, jaundice, sour stomach, variable appetite and generally out-of-sorts condition. Directions—Take one or two Bliss Tablets, followed by one each day until thoroughly regulated. Chronic liver ailments readily submit to treatment with Bliss Native Herbs. Catarrh, This is the name of a common affection of the membrane lining of the nose and throat. It also spreads to the stomach and bowels, and the mucus is thus carried all over the body. When this disease is in the system, Bliss Native Herbs should be used to regulate the stomach and bowels and to purify the blood, thus affording the body more nourishment and force to throw off the ailment and also providing the means of carrying it from the system. Directions—One tablet each night before retiring, repeat in the morning if necessary. Deep-seated catarrhal affection, whether of the head or stomach requires persistent and consistent treatment. Bliss Herbs are guaranteed effective. Grippe Influenza or epidemic catarrh, characterized by active catarrhal inflammations, attended by severe pains throughout the body, sometimes followed by disability. Directions—One to three tablets the first three nights, thereafter one-half to one tablet, to warrant free bowel action.

The Blood \* \* \* Bliss Native Herbs is a great blood stimulator, which also aids in benefiting many of the bodily organs, and healing the afflicted or diseased parts reached through the blood. \* \* \* Perfect health depends upon pure blood, and the way to remove impurities of the blood is to take Bliss Native Herbs. \* \* \* Piles One of the principal causes of piles is constipation, produced, frequently, by straining at stool and by lack of exercise of the rectal muscles. The blood becomes stagnated, the blood vessels are enlarged and press against the delicate tissues, causing them to undergo change from healthy tissue to thickened and enlarged lumps or piles. Neglected piles soon develop into anal fistulas, ulcers of the rectum, etc. The sensible thing to do is to use Bliss Native Herbs Tablets. \* \* \* Malaria, Chills and Fever. Bliss Native Herbs should be taken for this ailment in dose of three tablets the first night and then one each night thereafter until every symptom has disappeared."

On December 31, 1919, the Alonzo O. Bliss Medical Co., a corporation, Washington, D. C., claimant, having admitted the allegations of the libel and consented that all the issues be found in favor of the Government, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be surrendered to said claimant upon payment of all the costs of the proceedings and the execution of a bond in the sum of \$500, in conformity with section 10 of the act.

E. D. BALL, *Acting Secretary of Agriculture.*

**7644. Misbranding of Bliss Native Herbs. U. S. v. 144 Boxes, 17 Dozen Boxes, and 60 Dozen Boxes of \* \* \* Bliss Native Herbs. Decree of condemnation and forfeiture. Product ordered released to claimant.** (F. & D. Nos. 11285, 11286, 11287. I. S. Nos. 13134-r, 13135-r, 13136-r. S. Nos. E-1736, E-1737, E-1738.)

On September 25, 1919, the United States attorney for the District of Massachusetts, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district libels of information praying the seizure and condemnation of 144 boxes, 17 dozen boxes, and 60 dozen boxes of a product called "Bliss Native Herbs," remaining unsold in the original unbroken packages at Boston, Mass., consigned on August 21, and September 2, 1919, by Alonzo O. Bliss Co., Washington, D. C., alleging that the article had been transported from the State of New York into the Commonwealth of Massachusetts, and charging misbranding in violation of the Food and Drugs Act, as amended.

Analysis of a sample of the article made in the Bureau of Chemistry of this department showed that it consisted essentially of aloin, galangal, capsicum, licorice, and a resin-bearing drug.

Misbranding of the article was alleged in the libels of information for the reason that the following statements, appearing on the cartons, label, leaflet, and circular, regarding the curative and therapeutic effects thereof, "Auto-intoxication is a new name for Chronic Intestinal stasis (constipation) that is the cause of ninety-five per cent of human ailments and diseases. \* \* \* To restrain the growth of harmful bacteria in the intestines and eliminate them, thereby preventing intestinal putrefaction and auto-intoxication, we strongly recommend Bliss Native Herbs Tablets that successfully adjusts bowel troubles. Intestinal Indigestion \* \* \* Rheumatism Bliss Native Herbs is valuable for Sciatica, Lumbago, acute and chronic rheumatic pains, enlargements of joints. Corrects the blood, dissolving acids that accumulate in the system. \* \* \* Dyspepsia—Indigestion \* \* \* Kidneys and Bladder Inflammation of bladder scalding urine and brick-dust sediment, Backache, sharp shooting pains in back, weakness, indicates kidney and bladder